



UW PACC

Psychiatry and Addictions Case Conference

UW Medicine | Psychiatry and Behavioral Sciences

05/30/2019

WELCOME!

Today's Topic:

Pop Culture Alcohol Treatment (The Sinclair Method, The Naked Self, DIY apps, podcasts)

My patient asked me about the Sinclair Method to help with their alcohol use. What is it, and does it work?

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**ALTERNATIVE TREATMENT
APPROACHES TO AUD: SINCLAIR
METHOD, THE NAKED MIND, DIY APPS,
AND PODCASTS**

JUSTIN STAMSCHROR
**UW ADDICTION PSYCHIATRY
FELLOW**



GENERAL DISCLOSURES

The University of Washington School of Medicine also gratefully acknowledges receipt of educational grant support for this activity from the Washington State Legislature through the Safety-Net Hospital Assessment, working to expand access to psychiatric services throughout Washington State.

SPEAKER DISCLOSURES

- ✓ Nothing to Disclose

OBJECTIVES

1. What is the Sinclair Method?
2. What is “This Naked Mind”?
3. What are DIY Apps?
4. Are there any AUD Podcasts?
5. What about alternative medicines?

SINCLAIR METHOD OR PHARMACOLOGICAL EXTINCTION



SINCLAIR METHOD- WHAT IS IT?

- “Consists of taking naltrexone one hour before your first drink of the day for the rest of your life as long as continue to drink”
- Essentially PRN naltrexone rather than daily naltrexone as it is currently FDA indicated

WHY?=EXTINCTION

- Sinclair found in multiple animal studies that opioid antagonism only showed benefit in animals that continued to drink, and not in animals that were abstinent

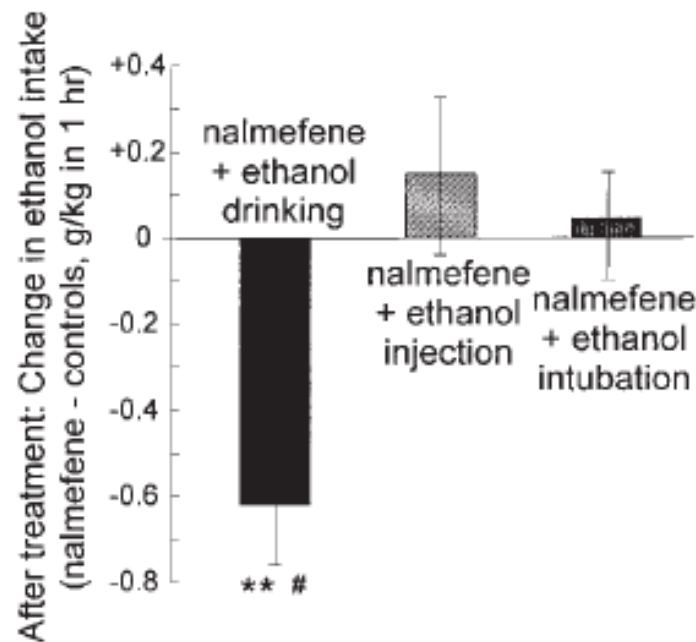


Fig. 2. Post-treatment suppression of alcohol intake occurring only when nalmefene had been paired with alcohol drinking.

WHY NOT JUST TAKE DAILY EVEN WHEN ABSTINENT?

- Hypothesis is that the upregulation of opioid receptors from chronic blockade is what caused rats that didn't pair EtOH with naltrexone to drink more in order to get the “first drink effect”, instead of causing extinction.
- Theoretically, this avoids removing award from other pleasurable activities

DOES IT WORK?

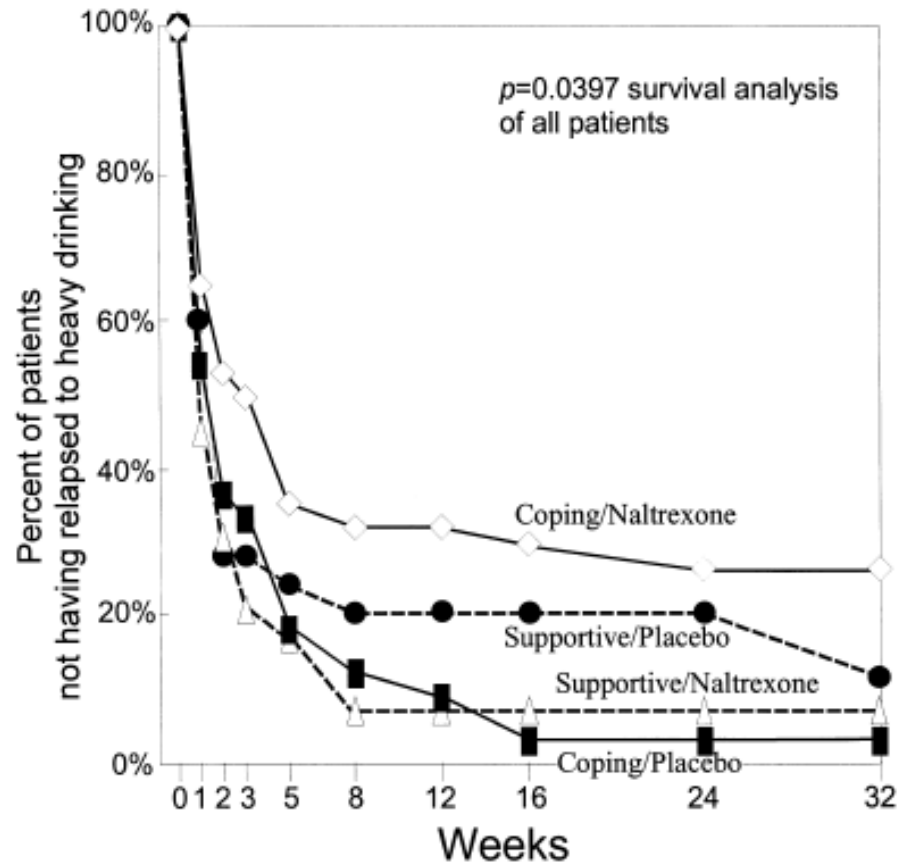
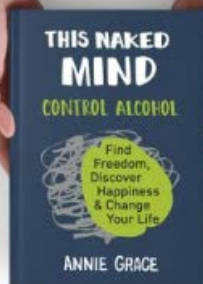


FIG. 2. Percentage of patients not relapsing to heavy drinking, i.e., five or more drinks on one occasion, five or more drinking occasions in a week, or intoxication at site visit. Kaplan-Meier survival analysis of all patients.

THIS NAKED MIND

This Naked Mind works by ending the conflict between your conscious desire to drink less, and your unconscious belief that alcohol is beneficial.



4.7 out of 5 stars
430+ Customer Reviews

[ORDER THE BOOK](#)

THIS NAKED MIND-WHAT IS IT?

- “A path to freedom from alcohol delivered through a bestselling book and revolutionary audio program”
- “Process uses Liminal Thinking...understanding how we construct and change our beliefs”

WHO MADE IT?



- Annie Grace
- “At 35, in a global C-level marketing role, she was responsible for marketing in 28 countries and drinking almost two bottles of wine a night. Knowing she needed a change but unwilling to submit to a life of deprivation and stigma, Annie set out to find a painless way to regain control. Annie no longer drinks and has never been happier.”

DOES IT WORK?

- No clinical trials
- The website directs to Amazon book reviews:
an interesting phenomenon taking place. **You won't want to drink anymore.** Yes, this really happens. Just check out these [Amazon Reviews](#).

★★★★★ **It worked - that's the highest praise I can offer!**
May 7, 2017

★★★★★ **My best drunk shopping purchase ever!**
April 6, 2017

★★★☆☆ **Gets too preachy!!**
November 18, 2017

★★★★★ **A Profund and Powerful Book**
August 11, 2017

★☆☆☆☆ **I'd call it plagiarism**
September 16, 2018

★☆☆☆☆ **Dangerous and Misleading**
April 4, 2019

MOBILE APPS

reSET[®]

SG Sober Grid

no mo
It's time to say **no more!**

SoberTool

WEconnect
HEALTH MANAGEMENT

Relapse prevention in the palm of your hand

WHAT AND WHY ARE THEY?

- Apps on phone
- Can lower barriers to treatment
- Can help reduce stigma by making treatment more anonymous
- 2019 Study- 904 apps related to SUDs found, 74 with purpose of decreasing use

SO HOW ARE THEY?

Table 1. Mobile app rating scale results. App availability is subject to removal per app developers, Google Play, and the Apple iTunes Store. Apps included in this table were rated as ≥ 3 or higher.

Smartphone app name	Engagement	Functionality	Aesthetics	Information	Satisfaction	Overall Score
SoberWorx	4.4	4.5	5	3.83	3.25	4.2
Recovery Today Magazine	3.8	4.5	4.3	3.5	2.75	3.77
Sober Grid	3.8	3.25	4.3	3.67	3.75	3.75
Addicaid: Addiction Recovery Support	3.8	4	4.67	3.5	2.25	3.64
BoozeFit	3.2	4.5	4	3.5	2	3.44
CleanTime Counter	2.2	4	4.25	3.5	3	3.39
Wise Drinking	3.2	3.5	4.667	2.83	2.75	3.39
SoberApp-Alcohol Calculator	3.4	4	3.33	3.67	2.5	3.38
Alcohol Check - BAC Calculator	3.4	3.5	4.3	3.4	2.25	3.37
FlexDek: Anglestrong Edition	3.8	4	3.3	3.16	2.5	3.35
Saying When	3.4	3.5	4	3.5	2.25	3.33
OARS Experience	2.8	3.75	2.5	4	3	3.21
Drinks Meter	2.75	4.25	2.67	3.5	2.75	3.18
Drive Sober	3.8	4.75	2.3	3.3	1.75	3.18
Best Alcohol Test	3.6	3.75	3.5	3	2	3.17
Stop OD NYC	2	4.25	3.3	3.28	3	3.17
Drug Addiction Recovery	2.6	3.75	4.3	3.6	1.5	3.15
Blood Alcohol Content Calculator+Timer	2.6	4.75	3.3	3	2	3.13
Alcohol Tracker	2.6	4.25	3.6	3.4	1.75	3.12
My Drink Control	3	4.25	3	3.6	1.75	3.12
AlcDroid Alcohol Tester	3	4.25	2.67	3.16	2.5	3.12
BACTrack	3.4	4.5	3.66	2.5	1.5	3.11
Sober Grid	3.75	3.3	3	3	2.5	3.11
Clean & Sober Time	3	3.5	4	3	2	3.1
Alcohol Calorie Counter	2.6	3.75	4.67	2.75	1.5	3.05
Intoxication Calculator	3.4	3.4	3.3	3.4	1.75	3.05
Addiction Quotes	3.2	4	3.3	3	1.75	3.05
Habit Tracker	2.6	4	3.3	3	2.25	3.03
Wbi.today	3.6	3.25	3.3	3.16	1.75	3.01

SO DO THEY WORK?

- The 2019 study questioned the quality of the Apps
 - SAMHSA’s app “failed to offer accurate and updated information regarding OBOT programs” and the Coaches option “linked users to only 5 recovery coaches across the nation with a non-functioning link”
 - “Use of basic functions such as motivational quotes, timers...to ultimately expose users to pop-up advertisements for a single private residential treatment program or clinician”
 - One app offered “games to test reflexes following binge drinking episodes”
 - Of the 74 apps, only 7 offered evidenced based content

ONE DOES HAVE FDA PERMISSION

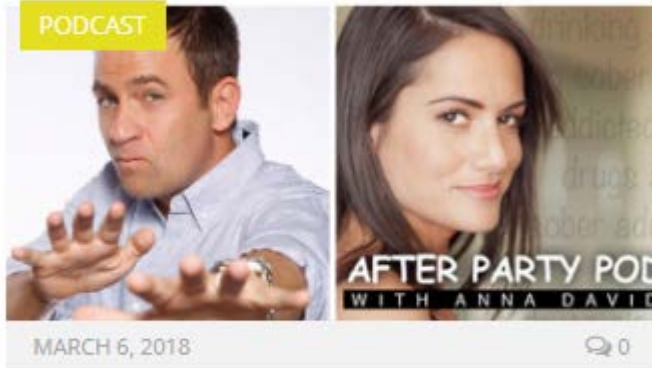
- reSET is the first prescription digital therapeutic cleared by the FDA to be marketed for SUD treatment
- 2014 randomized study with 500 patients found showed that patients using the app were 8% more likely to stay in treatment, and to have more consecutive abstinent time

ALCOHOL USE DISORDER PODCASTS



**That Sober
Guy Podcast**

★★★★★ 5.0 (2)



AfterPartyPod: John Heffron



WHAT ARE THEY?

- Tend to offer anecdotes/ “lessons that can be learned on the journey to recovery”
- Vary from peer support to professional advice
- No studies looking at this at the current time

WHAT ABOUT ALTERNATIVE MEDICINES?



Chiropractic Care for Addiction Treatment

Home » Treatments » Chiropractic Care for Addiction Treatment



NEW AGE
AESTHETICS
SKIN HAIR SCULPTING

Alcohol Addiction

And Ways Homeopathy Can Help
You Leaving It!

022 4022 7273
www.newageaesthetics.in

The advertisement features a silhouette of a person holding a green beer bottle to their face. A circular inset shows a homeopathic remedy bottle and pills.

ACUPUNCTURE

- 2016 meta-analysis by Grant et al of 41 studies showed no difference between comparators
- A few small studies showed results in favor of acupuncture for withdrawal/craving as well as anxiety symptoms, but were noted to be “very low in quality”

CHIROPRACTIC

- No double-blinded placebo controlled studies
- There are treatment facilities that will use this, although these are not published in peer-reviewed journals

Case Study

Subluxation Based Chiropractic Care in the
Management of Cocaine Addiction: A Case Report

HOMEOPATHY

- No RCT's done in relation to alcohol
- 2018 Study by Adler et al looked at cocaine cravings in a in a double blinded RCT, but no conclusions could be drawn due to the high drop-out rate and bias

SO WHAT OF THESE CAN BE RECOMMENDED?

- Most of these may not have great evidence (outside of potentially the Sinclair Method and the reSET app)
- Most are likely safe if not used to replace evidenced based treatments

QUESTIONS?

